DOCUMENT RESUME

ED 316 118 HE 023 231

AUTHOR Hendon, Donald W.
TITLE International Business Studies.
INSTITUTION American Association of State Colleges and Universities, Washington, D.C.; Northern State Univ., Aberdeen, SD.
PUB DATE 89
NOTE 14p.; This report is one of a group gathered by the AASCU/ERIC Model Programs Inventory Project, funded by the Fund for the Improvement of Postsecondary Education to the American Association of State Colleges and Universities in collaboration with the ERIC Clearinghouse on Higher Education. For related documents, see HE 023 199-261.
PUB TYPE Reports - Descriptive (141)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Bachelors Degrees; *Business Administration Education; College Faculty; Degree Requirements; High Achievement; Higher Education; Interdisciplinary Approach; *International Trade; Models; Personnel; Program Costs; Program Descriptions; Program Design; State Universities
IDENTIFIERS *AASCU ERIC Model Programs Inventory Project; International Business Studies; *Northern State University SD

ABSTRACT

The new International Business major within the School of Business, begun in fall 1989, is an ongoing, enriched program for highly motivated students of above-average scholastic achievement. Its primary purposes are to (1) prepare students to understand America's trading partners and (2) teach the technical knowledge needed in an international business environment. Additional objectives are to help students understand American culture in relation to others and to stimulate South Dakota's exports by means of a speaker's bureau and a statewide newsletter designed to keep the business community, government officials, and general public informed about current developments in international trade. Academic offerings include languages and culture, politics, and general and specific business subjects. Northern State University was selected as the site for the program because of its traditional focus on business, education, and the fine arts. Degree requirements include 52 semester hours in the major and 76 outside it. Four full-time-equivalent (FTE) faculty and two other FTE staff members are needed. The total cost of the first year of the program is about $298,000, of which $23,500 is a one-time cost and the remainder is an annual expense. (MSE)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED316118

Cover Page:

Title of the program: International Business Studies (B.S.)

Name of institution: Northern State University, Aberdeen, SD 57401

Project contact information: Dr. Donald W. Hendon, Director, International Business Program, Department of Business and Economics, School of Business

Funding agency and grant number: State of South Dakota

Program's starting date: August 1989 (Fall semester 1989)

HE023231

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☑ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Donald W. Hendon

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

AASCU/ERIC Model Programs Inventory Project

The AASCU/ERIC Model Programs Inventory is a two-year project seeking to establish and test a model system for collecting and disseminating information on model programs at AASCU-member institutions--375 of the public four-year colleges and universities in the United States.

The four objectives of the project are:

- To increase the information on model programs available to all institutions through the ERIC system
- To encourage the use of the ERIC system by AASCU institutions
- To improve AASCU's ability to know about, and share information on, activities at member institutions, and
- To test a model for collaboration with ERIC that other national organizations might adopt.

The AASCU/ERIC Model Programs Inventory Project is funded with a grant from the Fund for the Improvement of Postsecondary Education to the American Association of State Colleges and Universities, in collaboration with the ERIC Clearinghouse on Higher Education at The George Washington University.

BEST COPY AVAILABLE

ABSTRACT

The new International Business major within the School of Business at NSU began in the fall semester of the 1989-90 school year. It is an ongoing, enriched program for highly motivated students of above-average scholastic achievement. The purpose of the program is to prepare NSU students to understand the ways of America's trading partners and to acquire the technical knowledge needed to deal in an international business environment. This preparation will help them succeed in their business careers. Ancillary purposes including stimulating South Dakota exports by reaching out to the state's business executives and government officials through a Speakers Bureau and a regularly-published statewide newsletter. The introduction of the program at this time reflects the growing importance of international business throughout the state, the region, the nation, and the world. NSU was picked to house this multi-disciplinary program because of its unique historical emphasis on business, education, and the fine arts. 128 semester hours are required for graduation--52 in the major and 76 outside the major. Four FTE faculty members and two other FTE personnel are required. The total cost of the program is $298,184, of which $23,500 is a one-time cost. The remaining $274,684 will be spent annually.

INTRODUCTION

During the past 20 years, the economies of the different nations of the world have become more tightly intertwined than ever before. For American business firms, the world economy has become much more important. International trade has grown very rapidly. Many more firms are involved in international trade than in the past, and such trade has often become a very significant part of the firm's business. Banks have become involved in international lending and foreign-exchange trading on a great scale. Foreign banks have become important financial institutions in most nations. More and more firms are investing overseas. Foreign companies, either by new investments or by acquisitions of existing local firms, have become major competitors to local producers in most nations.

As a direct result of these and other related changes that so greatly expand the significance of world business, international business has grown rapidly, not only in dollar volume but also in general public awareness. The greatly enhanced role of international business and its unique problems and opportunities have stretched the horizons of the traditional business-economics disciplines taught at universities. Unfortunately, the traditional courses offered at Schools of Business don't adequately prepare students for international business activities, much less careers in the field. That's because the study of business in most Schools of Business is basically a study of domestic business.

Because of all this, NSU decided to begin a program in International Business Studies. This report will trace the background of the program and describe it. Since the program only began one month before this report was written, no results have occurred, and so there can be no section on Results, nor on Conclusions and Recommendations. However, figures on enrollment and jobs obtained will be kept on a continuous basis, in order to monitor the effectiveness of this new program.

BACKGROUND

In 1988, South Dakota's governor, George Mickelson, asked NSU to develop an International Business Studies Program. Many business executives and government figures felt that the state needed to develop a program such as this to prepare graduates to be effective practitioners in international business. They felt this way because of the changes in the business environment described in the Introduction above. Planning for this program took place during the 1988-89 academic year, under the direction of Dr. Hillar Neumann, Jr., Chairman of the Department of Business and Economics. The final program was proposed to the state's Board of Regents of Education, and it was approved. A director, Dr. Donald W. Hendon, who has an extensive business and academic background in international business, was hired, and he began his job in mid-August 1989. The major began in the fall semester of the 1989-90 school.

DESCRIPTION

Focus, Scope, and Goals. The general purpose of this program is to prepare both traditional and non-traditional students to understand the ways of both the trading partners of the U.S.A. and the American firms who conduct international business operations, and to acquire the technical knowledge to deal successfully in an international environment upon graduation. This basic knowledge will range from the languages and culture to general business techniques, as well as such specific techniques as the mechanics of exporting and importing. One specific goal of this program is to cover all aspects of international business and to gain an appreciation and respect for other cultures. A secondary goal is for the student to understand what the American culture is all about, for it is only by juxtapositioning foreign cultures to that which the student takes for granted as everyday life in the U.S.A., can the student realize for the first time what American culture really is like.

As part of the program, NSU's School of Business will set up a Speakers Bureau and a statewide publication to keep business executives, government officials, and the general public informed about current developments in international issues. Another important reason for the Speakers Bureau and the statewide publication is to encourage South Dakota exports. Speakers, made up of NSU faculty members, will give talks throughout the state. Furthermore, the Director will attempt to interest state business organizations to set up internships for students so they can learn first-hand what international business is all about in a real-world setting, get paid for their contributions on the job, and give them an advantage in securing jobs upon graduation. NSU library holdings, both books and magazine/journal subscriptions, in the area of international business will be built up.

In short, the state of South Dakota wanted to develop an International Business Studies program to prepare graduates who will be effective practitioners in the world of international business, and it picked NSU to do this. NSU's program will help educate the general public about the importance of international markets, trade, and investments, while at the same time assist South Dakota business executives and government agencies seeking to penetrate or expand into international markets.

NSU itself is an appropriate academic institution to host this program, which is the first of its kind in the state. It is a multi-purpose institution, dedicated to a strong liberal arts and sciences program, with special emphasis on business, education, and the fine arts. This program is a natural extension of the growth of NSU's School of Business. NSU's strong emphasis on the liberal arts and sciences will complement the academic requirements of the International Business Program. Although business courses will be at the core, the program will

also integrate the languages, art, culture, and politics into the curriculum, thus providing the student with a multi-disciplinary course load.

The degree itself is a Bachelor of Science in International Business Studies. Students will take 52 semester hours in the major, 30 of which are School of Business core courses and 22 of which are International Business courses; 43 semester hours of NSU's general education requirements; and 33 semester hours of other requirements, for a total of 128 semester hours during the four-year program. Specifics are given in Table 1.

Table 1: Specific Courses to be Taken by Students Majoring in International Business

School of Business Core Courses: All core courses except for B AD 484 must be taken before enrolling in the International Business option courses.

ECON 202 - Principles of Microeconomics (3 credit hours)

B AD/ECON 320 - Business and Economics Statistics (3 credit hours)

ACCT 213 and 214 - Principles of Accounting, parts 1 and 2 (8 credit hours)

B AD 350 - Business Law (3 credit hours)

B AD 360 - Management (3 credit hours)

CS or MIS 270 - Introduction to Computers (3 credit hours)

B AD 484 - Careers in Business (1 credit hour)

B AD 310 - Corporate Finance (3 credit hours)

B AD 370 - Marketing (3 credit hours)

Total: 30 credit hours

Option: International Business Studies:

ECON 341 - International Trade (3 credit hours)

ECON 342 - International Finance (3 credit hours)

B AD 420 - International Marketing (3 credit hours)

B AD 440 - International Management (3 credit hours)

B AD 410 - International Financial Management (3 credit hours)

B AD 491 - Business Policy and Strategy in an International Environment (3 credit hours)

B AD 495 - Internship in Business (4 credit hours)

Total: 22 credit hours

Other Requirements: 24 semester hours must be taken in Language Studies, and 9 hours must be taken in Cultural Studies, a total of 33 hours.

Language Studies Courses: Languages taught--Chinese, Spanish, German, French.

Elementary I and II (6 credit hours).

Intermediate I and II (6 credit hours)

Literature (3 credit hours)

Composition and Grammar (3 credit hours)

O ED 244 - Business Communications (3 credit hours)

Conversation (3 credit hours)

Cultural Studies Courses:

ANTH 220 - Cultural Anthropology (3 credit hours)

ANTH/B AD 450 - World Cultures and International Business (3 credit hours)

POLS 200 - International Relations (3 credit hours)

NSU's General Education Requirements: This is broken down into 6 hours of Communication, 9 hours of Humanities, 4 hours of Mathematics, 6 hours of Fine Arts, 8 hours of Natural Science, 12 hours of Behavioral and Social Sciences, and 4 hours of Physical Education.

Communication Courses:

ENGL 104 - English Composition (3 credit hours)

ENGL 410 - Interdisciplinary Writing (3 credit hours)

Humanities Courses: English (3 credit hours) and History (6 credit hours).

English Courses: Students must take ENGL 204 (Introduction to Literature, 3 credit hours). However, with special permission from their ENGL 104 instructor, they may substitute one of eight ENGL courses for ENGL 204. The eight courses are listed after ENGL 204.

ENGL 204 - Introduction to Literature (3 credit hours)

ENGL 310 - Mythology in Literature (3 credit hours)

ENGL 321 - British Literature I (3 credit hours)

ENGL 322 - British Literature II (3 credit hours)

ENGL 323 - Contemporary British Literature (3 credit hours)

ENGL 341 - American Literature I (3 credit hours)

ENGL 342 - American Literature II (3 credit hours)

ENGL 343 - Contemporary American Literature (3 credit hours)

ENGL 356 - Ethnic Literature (3 credit hours)

History Courses:

HIST 121 - World Civilization I (3 credit hours)

HIST 122 - World Civilization II (3 credit hours)

Mathematics Courses: A total of 4 credit hours

Fine Arts Courses: A total of 6 credit hours

Natural Science Courses: A total of 8 credit hours

Behavioral and Social Sciences Courses:

PSYC 101 - General Psychology (3 credit hours)

ECON 201 - Principles of Macroeconomics (3 credit hours)

POLS 200 - International Relations (3 credit hours)

ANTH 220 - Cultural Anthropology (3 credit hours)

- Physical Education Courses: A total of 4 credit hours

Target Population. Students with high ACT scores and high university-level GPAs will be solicited, inasmuch as the International Business Program is positioned as an elite program. Students normally attending NSU from South Dakota and the other states in the upper midwestern region of the U.S.A. will be the primary target population, and the demographic characteristics of this group are already well-known to NSU's Registrar and Admissions officials. However, attempts will be made to recruit students from outside this group. This newer target market will include students at other universities in the U.S.A. and abroad, as well as high school students from outside the upper midwestern region. A brochure and video tape presentation will be made and sent to both target groups. NSU Business School faculty will make in-person presentations to both target groups, as well as to existing NSU students. The elite nature of the program is seen in the requirements for admission into the program. Students must make a formal application to be accepted into the International Business Studies program. In order to be successful in their application, high school students to be accepted are required to have at least a 3.0 GPA in their preparatory school courses. Currently-enrolled university students must have a university GPA of 3.0 to be eligible for admission. Three letters of recommendation and an interview with the administration of the Department of Business and Economics and School of Business at NSU is required. Once in the program, students must maintain a 3.0 GPA to continue.

Expected enrollment and graduates from this program are shown in Table 2.

Table 2: Enrollment and Graduate Projections, 1989-1997

Enrollment:	1989	5
	1990	10
	1991	15
	1992	25
	1993	25
Graduates:	1994	10
	1995	15
	1996	20
	1997	30

Staffing Requirements and Costs. Four faculty FTE's are necessary to offer this program, along with 2 other personnel FTE's. Table 3 lists the

---

Table 3: Faculty Resources

Clyde Arnold, Assoc. Prof., Ph.D. in Economics from Oklahoma

Casey Black, Full Prof., Ph.D. in French from Texas-Austin

Jay Browne, Assoc. Prof., Ph.D. in Management from Illinois

Richard Chuang, Full Prof., Ph.D. in Political Science from Minnesota

Dayton Cook, Full Prof., Ph.D. in German from Missouri

Marvin Ehley, Assoc. Prof., Ph.D. in Accounting from North Dakota

Donald Hendon, Full Prof., Ph.D. in Marketing from Texas-Austin

William Hoar, Full Prof., Ph.D. in Art and Mandarin Chinese from Iowa

Henry Linares, Full Prof., Ph.D. in Spanish from Missouri

Harry Lo, Asst. Prof., Ph.D. in Finance and Economics from Georgia

John Meyer, Asst. Prof., MBA and JD from South Dakota

Hillar Neumann, Jr., Assoc. Prof., Ph.D. in International Economics from Rutgers

- James Shekleton, Assoc. Prof., J.D. in Law from Oregon and Ph.D. in Philosophy from Minnesota

Jack Trierweiler, Assoc. Prof., Ph.D. in Economics from Nebraska

Mike Walsh, Asst. Prof., MA and CPA from North Dakota

---

names, highest earned degrees, and academic ranks of the NSU faculty who will teach courses and lend support to this program. The two other FTE personnel include one Administrative/Research Assistant, who will provide administrative and research assistance to the Department of Business and Economics and the School of Business, which oversees the International Business Studies program, and one Language Lab Assistant, who will operate the Language Laboratory. Table 4 shows the costs associated with the International Business Studies degree program.

Table 4: Costs of the Program

<u>Faculty Salaries</u>	
International Marketing (1.0 FTE) (already hired)	$45,000
International Management (1.0 FTE) (already hired)	38,550
Chinese Language (1.0 FTE) (already hired)	37,000
Korean-Japanese Languages (1.0 FTE) (not yet hired)	31,550
International Finance (0.5 FTE) (not yet hired)	25,000
Russian Language (0.5 FTE) (not yet hired)	20,584
Total:	$197,684
<u>Salaries for Other Personnel</u>	
Administrative and Research Assistant	$20,000
Language Laboratory Assistant	12,000
Total:	$32,000

Operations and Maintenance Expenses

Travel	$20,000
Library	12,000
Research and Development	8,000
Supplies	5,000
Total:	$45,000

Equipment Expenses: Computer Network System for School of Business

3 Boards	
Software	
Associated Hardware	
Data Backup, Birnoulli Box, 40m Bytes 5.25", 6 Cartridges	
Math Coprocessor	
Compaq 4m Byte, Expansion Boards, 386/25 MHZ	$23,500

Grand Total:

Faculty salaries	$197,684
Salaries for other personnel	32,000
Operation and Maintenance expenses	45,000
Equipment expenses	23,500
Grand total:	$298,184

Results, Conclusions, and Recommendations. As stated in the Introduction section, since the International Business Studies program began only one month before this report was written, this section of the report must be omitted at the present time. Subsequent reports will detail the progress of the program.